

WHAT IS CLAIMED IS:

1. A method of printing a moving substrate, comprising:
 - supplying a moving substrate to a first converting operation;
 - contact printing at least one first graphic on the moving substrate;
 - 5 supplying the moving substrate with the first graphic to a second converting operation; and
 - non-contact printing at least one second graphic on the moving substrate.
2. The method of claim 1, wherein the contact printing utilizes a gravure printer,
10 flexographic printer, offset printer, or screen printer.
3. The method of claim 1, wherein the non-contact printing utilizes a wax jet printer, ink jet printer, laser jet printer, or bubble jet printer.
- 15 4. The method of claim 1, wherein the first graphic and second graphic jointly form a story line.
5. The method of claim 1, wherein the moving substrate is traveling at least 100 feet per minute during the non-contact printing.
- 20 6. The method of claim 1, further comprising: non-contact printing at least one third graphic on the moving substrate, wherein at least a portion of the third graphic at least partially overprints the first graphic.
- 25 7. The method of claim 1, wherein the second converting operation produces disposable absorbent articles and the moving substrate forms an outer cover of the articles.
8. The method of claim 1, wherein the second converting operation produces disposable absorbent articles and the moving substrate forms a bodyside liner or an absorbent of the
30 articles.

9. The method of claim **1**, wherein the second graphic at least partially overprints the first graphic.

10. The method of claim **1**, wherein the first graphic and the second graphic jointly form a
5 master graphic.

11. The method of claim **1**, wherein the substrate is a laminate comprising a film layer and a nonwoven layer and the first graphic is printed on the film layer and the second graphic is printed on the nonwoven layer.
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12. The method of claim **1**, wherein the substrate is a laminate comprising a film layer and a nonwoven layer and the first graphic is printed on the nonwoven layer and the second graphic is printed on the nonwoven layer.

13. The method of claim **1**, wherein the substrate is a laminate comprising a film layer and a nonwoven layer and the first graphic is printed on the film layer and the second graphic is printed on the film layer.
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14. A method of printing an outer cover for an absorbent article, comprising:

supplying a moving first substrate to a first printing operation, the first moving substrate comprising a film;

5 contact printing at least one first graphic on the first moving substrate in the first printing operation using a gravure roll printer or flexographic printer;

laminating a second moving substrate to the first moving substrate to form an outer cover, the second moving substrate comprising a nonwoven web and the outer cover defining a width;

supplying the outer cover to a second printing operation;

10 non-contact printing at least one second graphic on the outer cover in the second printing operation using a wax jet printer, ink jet printer, bubble jet printer, or laser jet printer, the first graphic spanning at least 60% of the width of the outer cover and being visible to the naked eye, the second graphic being positioned within the center third of the width of the outer cover and being visible to the naked eye; and

15 joining the outer cover with an absorbent and a liner to produce an absorbent article.

15. The method of claim **14**, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist
20 region, and the second graphic is positioned within the front waist region.

16. The method of claim **14**, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist
25 region, and the second graphic is positioned within the back waist region.

17. The method of claim **14**, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist
30 region, further comprising two or more second graphics, at least one second graphic positioned within the front waist region and at least one second graphic positioned within the back waist region.

18. A method of minimizing substrate printing waste, comprising:

supplying a moving substrate to a first converting operation;

printing a plurality of absence advertisements on the moving substrate using a contact printer;

5 supplying the moving substrate with the absence advertisements to a second converting operation;

at least partially overprinting second graphics on at least some of the absence advertisements using a non-contact printer, wherein a failure to print a second graphic on an absence advertisement results in the absence advertisement

10 remaining visible on the substrate.

19. The method of claim **18**, further comprising joining the substrate to an absorbent and to a liner to form an absorbent article, the absence advertisement forming part of an interactive game or contest involving the user of the absorbent article.

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20. The method of claim **18**, further comprising joining the substrate with an absorbent and a liner to form an absorbent article, the absence advertisement conveying contact information to a consumer of the absorbent article.

21. A method of printing an outer cover for an absorbent article, comprising:

laminating a first substrate comprising film to a second substrate comprising a nonwoven to form an outer cover, the outercover defining a film side, a nonwoven side opposite the film side, and a width;

5 supplying the outer cover to a printing process and contact printing at least one first graphic on the nonwoven side,

supplying the outer cover to a converting operation, the converting operation combining the outer cover with an absorbent assembly to form an absorbent article;

10 non-contact printing at least one second graphic on the nonwoven side in the converting operation, the first graphic spanning at least 60% of the width of the outer cover and being visible to the naked eye, the second graphic being positioned within the center third of the width of the outer cover, and both first and second graphics being visible to the naked eye.

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22. A method of distributing customized products to different customers comprising:

supplying a moving substrate to a first converting operation;

contact printing at least one first graphic on the moving substrate, the first graphic being substantially uniform to all customers;

20 supplying the moving substrate with the first graphic to a second converting operation;

non-contact printing a plurality of second graphics on the moving substrate, the plurality of second graphics being customized for specific customers; and

distributing the substrate to customers.

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23. The method of claim **22** wherein the customized second graphics being different languages for geographically differentiated customers.

24. The method of claim **22** wherein the customized second graphics being different
30 indicia for business customers.